Shera Hyunyim Park
Assistant Professor
School of Design
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Biography

Prof. Shera Hyunyim Park is an Assistant Professor at The Hong Kong Polytechnic University School of Design. She is the founding programme leader of both the BA in Service Design and MDes Smart Service Design, currently serving as Specialism Leader of the latter. Since joining PolyU in November 2020, she has played a leading role in establishing Service Design as a distinct area of education, research, and industry engagement.

Prof. Park holds a PhD in Service Design from the Royal College of Art, two Master's degrees from the University of Westminster, and a Bachelor's degree in Product Design from Hong-Ik University. Her academic background informs an interdisciplinary approach to service systems, digital platforms, AI-enabled service design, and design education.

Prior to academia, Prof. Park accumulated nearly 15 years of industry leadership in South Korea and the UK. Beginning at Hyundai Group, she later served as Head of Digital Communication at LG Electronics UK & Ireland and LG Ad Europe. In this capacity, she led digital brand strategy across European and global initiatives, including the LG.com rollout across 17 European countries and 67 global subsidiaries, £4M digital marketing campaigns, and global activations with Formula 1, the London Olympics, and Harrods. Her achievements earned multiple LG Global, European, and UK Best Practice Awards, including LG President's Awards.

Before PolyU, Prof. Park taught at Loughborough University London (2019–2020). At PolyU, she established a vertically integrated Service Design platform across BA and MDes levels, bridging foundational inquiry and industry-facing innovation. Her students have showcased industry-partnered studio outcomes at Cyberport and the Hong Kong Convention and Exhibition Centre.

Prof. Park's research investigates service systems, digital platforms, value co-creation, and human–AI collaboration, with recent emphasis on how GenAI reshapes studio pedagogy and design capabilities. Her research appears in prominent venues including *The Design Journal*, *Journal of Service Management*, *Tourism Review*, *ServDes*, *DRS*, and *IASDR*. Her earlier work with Transport for London received the first prize of the Service Design Network (SDN) Business Innovation Award. She serves as a Senior Scientific Committee Member for ServDes and a jury member for the Design for Asia Awards, actively contributing to international academic and professional leadership.

Qualifications

Doctor of Philosophy (PhD) in Service Design, Royal College of Art, UK, 2020
Master of Arts (MA) in Design for Communication, University of Westminster, UK, 2012
Master of Art (MA) in Art and Media Practice, University of Westminster, UK, 2005
Bachelor of Fine Arts (BA) in Product Design, University of Hongik, South Korea, 2001

Employment

Assistant Professor
Assistant Professor
School of Design
The Hong Kong Polytechnic University
1 Jul 2023 → present

Head, Digital Communication
LG Ad Europe
United Kingdom
2 Jan 2012 → 31 Mar 2015

Digital Marketing Manager
LG Electronics UK & Ireland
United Kingdom
19 Sept 2005 → 31 Dec 2011

Designer
Hyundai Marine & Fire Insurance

Korea, Republic of
16 Jul 2001 → 31 Jul 2004

Designer
Hyundai Engineering & Construction
Korea, Republic of
2 Jan 2001 → 15 Jul 2001

Project

Research outputs

The impact of social condition on design cognition: a mixed-methods analysis of individual and group-based design processes
Tufail, M., Park, H. & Ho, J. C. F., 2 Jul 2026, *Design Society (Design2026).* UK: Cambridge University Press, Vol. 6. p. 1141–1150 10 p. 6. (Proceedings of the Design Society).

Understanding weather's impact on urban tourist satisfaction: an online review analysis
Wang, S. & Park, H. (Corresponding Author), 23 Jun 2026, In: Current Issues in Tourism.

Exploring How LLMs Shape Collaborative Decision-Making in Service Design
Li, Y. & Park, H. (Corresponding Author), 1 Jun 2026, *Proceedings of DRS.* the Design Research Society, (Proceedings of DRS; vol. 2026).

The Design of a Board Game-based Experiential Learning Intervention to Enhance Climate Change Knowledge Retention among High School Students
Qaiser, A., Khan, R., Park, H. & Tufail, M., Apr 2026, In: Journal of Experiential Education. p. 27

An empirical study of cognitive load and constraint-driven innovation in the early phase of product design within a digitally mediated medium
Tufail, M. (Corresponding Author), Park, H., Wang, H. & Kim, K., 17 Jan 2026, In: International Journal of Design Creativity and Innovation. 14, 2, p. 122-149 28 p.

Disparities in Artificial Intelligence Service Adoption: Examining Gender, Age, and Education Gaps in the AI Era
Park, H. & Kim, K. J., 31 Dec 2025, In: Journal of Digital Economy and Society. 3, 2, p. 175 207 p.

Transparency, Control, Diversity, and Responsibility: The Multidimensional Moderating Effects of Algorithmic Accountability on AI Service Avoidance
Oh, J.-E., Park, H. & Kim, K. J., 31 Dec 2025, In: Journal of Digital Economy and Society. 3, 2, p. 139-174 35 p.

Generative AI in Studio-Based Design Education: Human–AI Relationships, Collaboration and Assessment
Park, H., 5 Dec 2025, *11th Conferences of the International Association of Societies of Design Research: IASDR2025.* the Design Research Society

AI-Assisted Designers or Designer-Assisted AI? Human–AI Collaboration in Service Design
Park, H., 5 Oct 2025, *AI-Assisted Designers or Designer-Assisted AI? Human–AI Collaboration in Service Design.* the Design Research Society

Generative AI in Service Design: An Explorative Diary Study in Discovery Process
Li, Y. & Park, H. (Corresponding Author), 5 Oct 2025, *Generative AI in Service Design: Transforming the Discovery Process.* the Design Research Society

Climate services in the tourism sector: from data to service design and delivery decisions
Wang, S. & Park, H. (Corresponding Author), 1 Jul 2025, In: Tourism Review. 81, 3, p. 1019 1039 p.

Virtual Museum and XR Content Creation for Takht-I-Bahi World Cultural Heritage Site
Tufail, M., Park, J., Park, H. & Cheon, D., 23 Mar 2025, *XR and Metaverse - Proceedings of the 9th International XR-Metaverse Conference 2024.* Jung, T., tom Dieck, M. C., Jeong, S. C., Kim, S.-H., Sahl, D. & Kim, S. J. (eds.). Springer, p. 197-207 10 p. (Springer Proceedings in Business and Economics).

Creating Value through Customer-Centricity: Service Innovation for SMEs in the Beauty Service Industry
Wang, S., LI, Z. & Park, H. (Corresponding Author), 7 Aug 2024, *DMI: Academic Design Management Conference.* TU Delft

Decoding the GenZscape: Digital Proficiency and Its Influence on Consumer Experience
Park, H., 7 Aug 2024, *DMI: Academic Design Management Conference.* TU Delft

Bridging Reality and the Reel: An AR-Enhanced Application Model for Memorable Tourist Experiences
Park, H., Wang, S. & Cheng, J., 27 Jun 2024, *Design Research Society: DRS 2024 Boston.*

Innovating Household Food Waste Management: A User-Centric Approach with AHP–TRIZ Integration
Wang, S., Park, H. (Corresponding Author) & XU, J., Feb 2024, In: Sensors (Basel, Switzerland). 24, 3, 820.

Exploring the design applications of key emerging materials from natural Sciences through a design ideation workshop
Tufail, M., Wang, X., Park, H. & Kim, K., 4 Oct 2023, *Design Research Society: IASDR 2023.* 1 p.

Smart Service Design Demands in the Fourth Industrial Revolution from a Sociotechnical Perspective
Park, H., 29 Sept 2023, *The European Conference on Education 2023: ECE2023.* The International Academic Forum (IAFOR)

Socially Inclusive Digital Service System for Foreign Domestic Helpers in Hong Kong
Lei, T., Jiahao, C., Park, H. Y. & Tufail, M., 27 Jul 2023, (Not published / presented only).

Service Design Identities
Sangiorgi, D., Penin, L., Park, H. Y. & Villari, B., 13 Jul 2023, (Not published / presented only).

Service (eco)system in Digital Mapping Platform: Developing a Value Co-creation Framework and Contribution of Service Design
Park, H., 2020, Royal College of Art.

Revisiting mapping service in light of service dominant logic
Park, H., 18 Jul 2018, *The Design Management Institute (DMI): The 21st DMI: Academic Design Management Conference Next Wave.* p. 1594-1603

Maps as participatory platform: Towards open data and transport Service
Park, H. Y., 5 Jul 2018, *ServDes2018. Service Design Proof of Concept.* 31 ed. Linkoping University Electronic Press, Vol. 150. p. 386-400

The Map As An Object of Service Design
Sun, Q. & Park, H., 28 Jul 2017, In: Design Journal. 20, sup1, p. S4101-S4119

Projects